

# SIAF

## GUANGZHOU

SPS - Industrial Automation Fair (SIAF) Guangzhou

**Paving the way for smart  
production solutions in  
South China**

[www.spsinchina.com](http://www.spsinchina.com)

**1 – 3 March 2023**

China Import and Export Fair Complex  
(Pazhou), Guangzhou, China



# Unlimited opportunities for smart manufacturing suppliers to capitalise on the growing South China market

Digital adoption and transformation is accelerating in almost every industry and manufacturing is no exception. The global digital transformation market is expected to reach USD1,692.4 billion by 2030 at a compound annual growth rate of 14.9% between 2021 and 2030<sup>1</sup>. The Asia-Pacific region is predicted to be the fastest-growing market in the foreseeable future, particularly in China as manufacturers are increasingly adopting the latest technologies to automate and digitalise their manufacturing processes to enhance productivity and product quality. The demand for digital transformation technology in the Chinese manufacturing sector is expected to grow in order to reach its set production targets and green goals highlighted in the country's 14th Five-Year Plan.

SPS – Industrial Automation Fair (SIAF) Guangzhou 2023 will inject a whole host of opportunities into South China's thriving smart manufacturing industry. The fair will also offer a comprehensive series of interactive fringe events and networking sessions, serving as an ideal platform for local and overseas industry players to expand into the Chinese market and beyond.

<sup>1</sup> "Digital Transformation Market Size to Hit US\$ 1,692.4 Bn by 2030", 9 Feb 2022, Precedence Research, <https://qr.messefrankfurt.com/o5NY> (Retrieved: May 2022)

## 5 Key reasons to participate at SIAF

1

### A future-focused manufacturing solutions platform

Covering the latest servo drives, controls, connectivity, sensors, industrial internet, electrical automation technologies, robotics, machine vision, embedded system and human-machine interface (HMI), SIAF is determined to help traditional manufacturing industries transition towards intelligent and digitalised manufacturing models.

2

### Held in the heart of China's high tech manufacturing hub

Guangzhou is home to many renowned local and international smart manufacturing providers as well as many consumer product manufacturing facilities. This makes SIAF a prime event for gathering industry players and experts under one roof.

3

### Over a decade of experience helping companies to source smart manufacturing solutions

With over 10 years of industry experience, SIAF continues to help automotive, home appliances, electrical and mechanical engineering, packaging, renewable energy and other industry buyers to connect and source the most suitable solutions for their specific needs.

4

### Maximise your brand exposure with a series of fringe events

Effective brand promotion should not be limited to your booth. Exhibitor can engage in onsite events to share opinions about the latest market trends and inform end-users about the revolutionary technologies and trends that are taking place in the modern-day manufacturing world.

5

### Synergies with Asiamold

SIAF is strategically held in conjunction with Asiamold – Guangzhou International Mould & Die Exhibition. Both fairs will address the future prospects of China's smart manufacturing industry and make business opportunities accessible to participants.







## Exhibitor feedback

"SIAF covers the latest industry and development trends within the smart automation market, bridging the gap between the region's manufacturers with top of the line solutions providers. Our target clients represent the automotive, packaging, food and beverage, computers, communications, consumer electronics sectors and more, and are glad to have connected with them despite the global healthcare situation. We really appreciate the organisers for creating a safe environment for the industry to connect and conduct business."

**Mr Pi Hao, Sales Director, Datalogic (Shenzhen) Industrial Automation Co Ltd**

## 2022 show figures\*



408 exhibitors



40,000 sqm of exhibition space



23,825 professional visitors (over 34,000 online visitors)



80+ buyer delegations



70+ smart manufacturing related seminars and summit topics

\*Combined figures with the concurrent Asiamold fair

## Let the world discover you

Online marketing promotion tools include:



Business matching service



Enhanced online exhibitor search



Social media



Multimedia platforms



Live coverage of the fair



Interactive pre-fair webinars

## Visitor feedback

"This year, we came purposely to source for the latest machine vision technologies and products and have established brief communications with a few well-known suppliers including Cognex and Aqrose Technology. With the advancement in machine vision technology, the combination of 3D machine vision, AI learning for quality control and the latest IoT technologies are some of the most important development focuses for reassuring production efficiency and quality. Overall I am very pleased with this year's event."

**Ms Liu Yi, Visual Application Department Manager, Guangzhou Risong Hokuto Automotive Equipment Co Ltd**



## Visitor profile

- Automotive engineering
- Packaging and printing
- Mechanical engineering
- Electrical engineering & 3C
- Food & beverage
- Textile printing, footwear & clothing
- Pharmaceutical industries
- Machine tool manufacturing
- Lighting engineering
- Light industry machinery
- Environmental protection, waste management
- Aerospace
- Petrochemical industry
- Energy production and management
- Computers & networks
- Transportation
- Water conservancy & hydropower engineering

## Exhibition topics

- Drive systems and components
- Electromechanical components and peripheral equipment
- Sensor technology
- Control technology
- IPCs
- Industrial software
- Interface technology, Connectivity technology
- Low voltage-switching devices
- Human-Machine-Interface devices
- Micro technology
- Machine components
- Robotics and accessories
- Machine vision
- Industrial measurement and instruments
- Industrial communication
- Embedded systems
- Hydraulics pneumatics and seals
- Smart logistics and warehouses
- IoT
- Integrated assembly solutions

## Fair facts

### Date

1 – 3 March 2023

### Venue

China Import and Export Fair Complex (Pazhou)

### Sponsors

Guangzhou Guangya Messe Frankfurt Co Ltd  
China Foreign Trade Guangzhou Exhibition Co Ltd

### Organisers

Guangzhou Guangya Messe Frankfurt Co Ltd  
China Foreign Trade Guangzhou Exhibition Co Ltd  
Guangzhou Overseas Trade Fairs Ltd  
Mesago Messe Frankfurt GmbH

### Associate sponsors

Guangdong Association of Automation  
Guangzhou Association of Automation  
Guangzhou Instrument and Control Society

### Supporter

China Light Industry Machinery Association  
China Chamber of International Commerce  
Guangzhou Chamber of Commerce

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